

SALES TRAINING

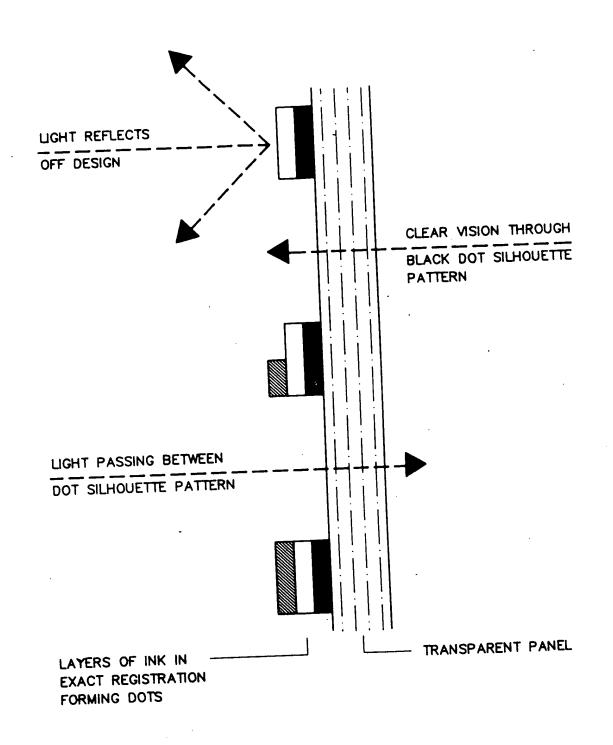
WHAT IS CONTRA VISION?

It is a **Product, not a Process**based on a **Transparent Substrate** (rigid sheet or plastic film)

with an opaque **Silhouette Pattern**,

onto which is exactly superimposed a **Design** on one side, not visible from other side, or

a **Design on both sides**neither visible from the opposite side



HOW CONTRA VISION FUNCTIONS

THE PRODUCT

CONTRA VISION

enjoys a

MONOPOLY

status

by virtue of its

PATENTS

assisted by

TRADE MARKS

and

KNOW-HOW

While always emphasising our monopoly to others, we should also try to maximise effort upon

RESEARCH

PRODUCT DEVELOPMENT

PRODUCT APPLICATION DEVELOPMENT

MANUFACTURING EFFICIENCY

MARKETING

SALES

CUSTOMER SERVICE

THE CONTRA VISION PATENTS

identify 36 distinct Vision Control Options which are determined by the

- * Silhouette Pattern % Opacity,
- Design, especially Colours on one or both sides
- Illumination to either side.

The patents have

PRODUCT CLAIMS

as well as

METHOD CLAIMS

The product claims protect Contra Vision products, whatever method of production is used.

EXACT REGISTRATION PRINTING is required to print a design which is not visible from the other side of a transparent panel.

Our production methods are apparently the first and only means of EXACT REGISTRATION PRINTING in the 2000 years since the Chinese invented printing.

The Trade Mark

'CONTRA VISION'
is registered internationally

The Trade Mark

'FUNGLASSES' OR 'CONTRA VISION FUNGLASSES'
is being registered internationally

CONTRA VISION

is v ry unusual in b ing a "PURE INVENTION"

not invented to solve a particular problem and is therefore not limited in its application or vulnerable to being superseded by alternative technology. However

Pure inventions do not have any ready-made markets

MARKETS NEED TO BE CREATED

MISSIONARY TASK

We need to market and sell with missionary zeal to convert customers from other types of spend to
CONTRA VISION, "THE NEW COMMUNICATIONS MEDIUM"